

## TWITTER TOOLKIT FOR 2015 POVERTY REPORT

### General Tweets

A child in the United States has a 1 in 5 chance of being poor. #EndChildPoverty <http://ow.ly/H1gcu>

Every other Black baby is poor. #EndChildPoverty <http://ow.ly/H1gcu>

1 in 3 Hispanic children under 5 is poor during years of rapid brain development. #EndChildPoverty <http://ow.ly/H1gcu>

More than 1 in 4 urban children, and nearly 1 in 4 rural children is poor. #EndChildPoverty <http://ow.ly/H1gcu>

1 in 5 children is poor; 14.7 million children in America. #EndChildPoverty <http://ow.ly/H1gcu>

1 in 6 Black children is extremely poor living on less than \$8 a day. #EndChildPoverty <http://ow.ly/H1gcu>

1 in 7 Hispanic children under 5 is extremely poor. #EndChildPoverty <http://ow.ly/H1gcu>

1 in 8 Hispanic children is extremely poor. #EndChildPoverty <http://ow.ly/H1gcu>

Nearly 1 in 9 White children is poor; 4.1 million children. #EndChildPoverty <http://ow.ly/H1gcu>

14.7 million children lived below the poverty line in 2013 — \$23,834 for a family of 4. #EndChildPoverty <http://ow.ly/H1gcu>

6.5 million children were extremely poor in 2013. #EndChildPoverty <http://ow.ly/H1gcu>

44% of poor children lived in extreme poverty in 2013 – less than \$11,917 for a family of 4. #EndChildPoverty <http://ow.ly/H1gcu>

We can #EndChildPoverty now for millions of children. Find out how: #EndChildPoverty <http://ow.ly/H1gcu>

Poverty hurts children and our nation's future. #EndChildPoverty <http://ow.ly/H1gcu>

14.7 million poor children in our nation exceeds the populations of 12 U.S. states combined. #EndChildPoverty <http://ow.ly/H1gcu>

The younger children are, the poorer they are during their years of greatest brain development. #EndChildPoverty <http://ow.ly/H1gcu>

1 in 2 Black babies is poor, 150 years after slavery was legally abolished. #EndChildPoverty <http://ow.ly/H1gcu>

Among 35 industrialized countries, America is 34th in child poverty, ahead only of Romania. #EndChildPoverty <http://ow.ly/H1gcu>

U.S. children more likely to be poor than children in 33 other advanced economies. We can #EndChildPoverty Learn how: <http://ow.ly/H1gcu>

We can shrink child poverty 60 percent by investing more in programs that work. #EndChildPoverty <http://ow.ly/H1gcu>

We can improve economic circumstances for 97 percent of poor children right now. #EndChildPoverty <http://ow.ly/H1gcu>

Modest changes to policies we know work can be combined to significantly reduce child poverty. #EndChildPoverty <http://ow.ly/H1gcu>

Child poverty is too expensive to continue. We CAN #EndChildPoverty <http://ow.ly/H1gcu>

It costs our nation \$500 billion a year to let millions of children languish in poverty. #EndChildPoverty <http://ow.ly/H1gcu>

Reducing child poverty 60% would cost only an additional 2% of U.S. federal budget, 0.5% of 2010 GDP. #EndChildPoverty <http://ow.ly/H1gcu>

### **Tradeoffs**

Closing tax loopholes that let U.S. corporations avoid \$90 bil in fed income taxes a year could help #EndChildPoverty <http://ow.ly/H1gcu>

Eliminating tax breaks 4 wealthy by taxing capital gains/dividends at same rates as wages could help #EndChildPoverty <http://ow.ly/H1gcu>

Closing 23 tax loopholes in former House Ways & Means Chairman Dave Camp's Tax Reform Act could help #EndChildPoverty <http://ow.ly/H1gcu>

Decreasing 14% of the nation's FY2015 \$578 billion military budget could help #EndChildPoverty <http://ow.ly/H1gcu>

Scrapping overbudget, ineffective F-35 fighter jet program --> help reduce child poverty for 19 yrs. #EndChildPoverty <http://ow.ly/H1gcu>

### **MWE quotes:**

“We must all stand against the excessive greed that tramples millions of our children entrusted to our care.” – MWE #EndChildPoverty

“A nation that does not stand for its children will not stand tall in the 21st century world or before God.” – MWE #EndChildPoverty

“It is a national moral disgrace that there are 14.7 mil poor children & 6.5 mil extremely poor children in the US.” – MWE #EndChildPoverty

“Solutions to ending child poverty in our nation already exist.” – MWE #EndChildPoverty Read the report and share. <http://ow.ly/H1gcu>

“Child poverty is unnecessary, costly & the greatest threat to our national, economic & military security.” - MWE <http://ow.ly/H1gcu>

## **The programs**

#EndChildPoverty? Increase the Earned Income Tax Credit for lower-income families with children. Read the report: <http://ow.ly/H1gcu>

#EndChildPoverty? Increase the federal minimum wage from \$7.25 to \$10.10. Read the report: <http://ow.ly/H1gcu>

#EndChildPoverty? Create subsidized jobs for unemployed, underemployed people in families with children. <http://ow.ly/H1gcu>

#EndChildPoverty? Ensure all poor and near-poor families have access to child care subsidies so they can work. Read more: <http://ow.ly/H1gcu>

#EndChildPoverty? Make the Child and Dependent Care Tax Credit refundable with a higher reimbursement rate. Read more: <http://ow.ly/H1gcu>

#EndChildPoverty? Increase the value of SNAP benefits for families with children. Read the report: <http://ow.ly/H1gcu>

#EndChildPoverty? Make the Child Tax Credit fully refundable so low-income families can benefit. Read the report: <http://ow.ly/H1gcu>

#EndChildPoverty? Ensure all eligible households with children have access to housing assistance. <http://ow.ly/H1gcu>

#EndChildPoverty? Ensure child support reaches children for whom it is intended. Read more: <http://ow.ly/H1gcu>

.@childdefender policy changes would lift 6.6 mil children, 0.5 mil extremely poor, above poverty  
#EndChildPoverty <http://ow.ly/H1gcu>

.@childdefender report policy changes would reduce poverty for children under 3 by 64%. #EndChildPoverty  
<http://ow.ly/H1gcu>

.@childdefender policy changes would reduce Black child poverty (highest child poverty rates) by 72%  
#EndChildPoverty <http://ow.ly/H1gcu>

.@childdefender suggested policy changes would reduce poverty for single-parent households 64%.  
#EndChildPoverty <http://ow.ly/H1gcu>

.@childdefender suggested policy changes would reduce poverty for children in non-metro areas 68%.  
#EndChildPoverty <http://ow.ly/H1gcu>

.@childdefender policy changes would improve economic circumstances of 97% poor children & families.  
#EndChildPoverty <http://ow.ly/H1gcu>

## **Urban**

We want to thank the [@urbaninstitute](http://ow.ly/H1gcu) for contracting with us on this poverty report. #EndChildPoverty.

CDF contracted w [@urbaninstitute](http://ow.ly/H1gcu) to estimate the impact on child poverty if the US invested more in policies that work to [#EndChildPoverty](http://ow.ly/H1gcu)

## **Facebook**

### **Day 1:**

#### **10:00AM**

A child in the United States has a 1 in 5 chance of being poor. We can #EndChildPoverty NOW for millions of children living in poverty. Find out how in our new report: <http://ow.ly/H1gcu> [1 in 5 graphic]

#### **11:00AM**

We can shrink child poverty 60 percent by investing more in programs that work. #EndChildPoverty <http://ow.ly/H1gcu>

#### **1:00PM**

#EndChildPoverty? Increase the Earned Income Tax Credit for lower-income families with children. Read the report: <http://ow.ly/H1gcu>

#### **3:00PM**

“Child poverty is unnecessary, costly and the greatest threat to our future national, economic and military security. - Marian Wright Edelman, CDF president. Learn more: <http://ow.ly/H1gcu> #EndChildPoverty

#### **4:00PM**

1 in 2 Black babies is poor, 150 years after slavery was legally abolished. Policy changes outlined in CDF’s new report would reduce poverty for Black children, who have the highest child poverty rates, by 72%. #EndChildPoverty <http://ow.ly/H1gcu> [Black babies graphic]

#### **5:00PM**

Closing tax loopholes that let U.S. corporations avoid \$90 billion in federal income taxes each year by shifting profits to subsidiaries in tax havens could help #EndChildPoverty. <http://ow.ly/H1gcu>

### **Day 2:**

#### **10:00AM**

More than 1 in 4 urban children, and nearly 1 in 4 rural children is poor. Learn more in CDF’s new report about how we can #EndChildPoverty: <http://ow.ly/H1gcu> [rural poverty graphic]

#### **11:00AM**

Reducing child poverty 60% would cost only an additional 2% of the U.S. federal budget, 0.5% of 2010 GDP, without increasing the deficit. #EndChildPoverty <http://ow.ly/H1gcu>

#### **1:00PM**

#EndChildPoverty? Increase the federal minimum wage from \$7.25 to \$10.10. Read the report: <http://ow.ly/H1gcu>

#### **3:00PM**

“A nation that does not stand for its children will not stand tall in the 21st century world or before God.” – Marian Wright Edelman, CDF president. #EndChildPoverty <http://ow.ly/H1gcu>

#### **4:00PM**

Read CDF’s new report on how we can and MUST #EndChildPoverty <http://ow.ly/H1gcu> [Hispanic children graphic]

#### **5:00PM**

Eliminating tax breaks for the wealthy by taxing capital gains and dividends at the same rates as wages saving more than \$84 billion a year could help #EndChildPoverty. Learn more from CDF’s new report: <http://ow.ly/H1gcu>

### **Day 3:**

#### **10:00AM**

14.7 million children lived below the poverty line in 2013 — \$23,834 for a family of 4 — and 44% of these poor children lived in extreme poverty – at less than half of the poverty line. #EndChildPoverty <http://ow.ly/H1gcu> [14.7 million graphic]

#### **11:00AM**

We can improve economic circumstances for 97 percent of poor children right now. Find out how we can #EndChildPoverty in CDF's new report: <http://ow.ly/H1gcu>

#### **1:00PM**

#EndChildPoverty? Create subsidized jobs for unemployed, underemployed people in families with children. Learn more: <http://ow.ly/H1gcu>

#### **3:00PM**

The 14.7 million poor children in our nation exceeds the populations of 12 U.S. states combined. Learn how together we can #EndChildPoverty: <http://ow.ly/H1gcu>

#### **4:00PM**

“Solutions to ending child poverty in our nation already exist.” – Marian Wright Edelman, CDF president. Read the report and share. #EndChildPoverty <http://ow.ly/H1gcu>

#### **5:00PM**

Closing 23 tax loopholes in former House Ways & Means Chairman Dave Camp's Tax Reform Act could help #EndChildPoverty. Read the report to learn more: <http://ow.ly/H1gcu>

### **Day 4:**

#### **10:00AM**

Some children look forward to snow days in the winter, but for too many, there's no holiday for hunger. Read the new report. #EndChildPoverty [1 in 9 children are hungry graphic]

#### **11:00AM**

#EndChildPoverty? Ensure all poor and near-poor families have access to child care subsidies so they can work. Learn more: <http://ow.ly/H1gcu>

#### **1:00PM**

U.S. children more likely to be poor than children in 33 other advanced economies. We can #EndChildPoverty Learn how: <http://ow.ly/H1gcu>

#### **3:00PM**

“We must all stand against the excessive greed that tramples millions of our children entrusted to our care.” – MWE #EndChildPoverty

#### **5:00PM**

Scrapping overbudget, ineffective F-35 fighter jet program --> help reduce child poverty for 19 yrs. #EndChildPoverty

**Day 5:**

**10:00AM**

There are millions of children living in extreme poverty in the richest nation on earth. #EndChildPoverty NOW. <http://ow.ly/H1gcu> [6.5 million extremely poor children graphic]

**11:00AM**

Child poverty is too expensive to continue. We CAN #EndChildPoverty. <http://ow.ly/H1gcu>

**1:00PM**

#EndChildPoverty? Increase the value of SNAP benefits for families with children. Read the report: <http://ow.ly/H1gcu>

**3:00PM**

“It is a national moral disgrace that there are 14.7 mil poor children & 6.5 mil extremely poor children in the US.”  
– MWE #EndChildPoverty

**5:00PM**

CDF's report makes the case with real number for how we can #EndChildPoverty right now. Learn more: <http://ow.ly/H1gcu> [4.1 million White children graphic]